

## ABSTRACT OF THE DISCLOSURE

Devices, apparatuses, systems, methods and the like for marketing, promoting and/or advertising a business or product are provided. The present invention combines

5 applications such as screen savers, desktop assistants and instruction with voice verification technology in a readily installable and operable computer form. The voice interactive applications include visual imagery to attract a user/customer(s) to activate and interact with the application. Once activated, the application prompts the consumer user for voice input. The voice input, once authenticated, can then be

10 processed to interact with a product character to perform tasks such as connecting the consumer user to a web-site associated with the advertised business via a hyperlink. Interaction with the product character in a variety of voice interactive applications provides the consumer user with ready and easy access to further product information, product purchasing capabilities, business contact information, updates on promotional

15 products, and/or the like to facilitate the marketing, promoting and/or advertising of the business.